



CONTACTING BAFTA MEMBERS FOR AWARD CAMPAIGNS: INFORMATION FOR DISTRIBUTORS AND PR COMPANIES

Please take a moment to familiarise yourself with the Orange British Academy Film Awards rules and guidelines before you contact our voters. If you are unsure about any aspect of the campaigning process, please contact us.

VOTING NUMBERS

There will be **5000** BAFTA members registered to vote for the Orange British Academy Film Awards in 2011.

In addition, members of our two US branches, BAFTA Los Angeles and BAFTA New York also vote in the Film Awards. Their exact numbers are still to be confirmed, but they have approximately **1400** members registered for this year.

The total number of voters will be **in the region of 6400**.

EMAIL LISTS

If you wish to contact our members by email please return a confidentiality agreement (attached separately) to Jim Bradshaw in the Membership Office, remembering to include the main point of contact at your office to whom the list will be sent. Once Jim has received the signed confidentiality agreement the email list will be available to you.

The final email list, complete following renewals and addition of new members, will be available from **Tuesday 7 September**. Temporary lists for specific screenings are available before this date on signing of a temporary agreement, available from Jim.

Jim will then send regularly updated lists every other Tuesday from 14 September onwards throughout the Awards Season. With each update, Jim will provide a full list, and separate lists of members who have changed their emails since the last update, and any members who have been added to the list.

Please also note that distributors must complete a Screenings Q&A Agreement (also attached separately) before they inform members of screenings where **filmed** Q&As will be held.

POSTAL LISTS

Postal lists will be available directly to distributors and representative PR companies if required, as well as to third party mailing houses. A more detailed confidentiality agreement will need to be signed by a representative from all organisations who will have access to the data; this agreement needs to be signed by both parties.

If you require the postal lists, please provide Jim with the following details for all relevant companies that will be handling this data, so that he can prepare agreements for you:

- Full company name;
- Company number;
- Registered company address;
- For PR companies and mailing houses: the names of all the distributors which you are representing;
- The email address of the person who should receive the list.

Postal lists will be available from 20 October. Updates will be sent every other Wednesday after this.

If you would like a list of members' names and membership numbers (for the purpose of allocating screeners) or a breakdown of numbers prior to 20 October please let Jim know.

Please note that the number of members on the email lists and postal lists will be different, as some members request that we do not give out their addresses and/or email addresses.

BLU-RAY

Members were given the option when renewing their membership to indicate if they would prefer to receive screeners on Blu-ray where available. This will be indicated on the postal mailing lists. It was made clear that a Blu-ray option was not guaranteed, and that it was likely only a small number of titles would be available on this format.

OVERSEAS MEMBERS

We will provide postal lists for all Film Voting Members of BAFTA and separate lists of members who are based overseas. The geographical breakdown of the voting membership is currently as follows:

4740 in the UK

16 in Ireland

72 elsewhere in Europe

1520 in USA and Canada

38 in Australia and New Zealand

14 elsewhere in the world.

(These numbers are subject to change as the season progresses.)

SCREENER TRACKING

The membership department must be informed of all screeners, literature, screenplays or soundtracks which you are going to send to the Members before they are sent.

Please email jimb@bafta.org with the following information as soon as a mailing is confirmed:

- The title of the screener(s);
- Method of sending (Royal mail/UBS/Fedex etc.);
- Whether a signature is required;
- Whether the disc is watermarked;
- Who the mailing has been sent to (all voters, only voters in the UK etc.);
- The date members should expect to receive the mailing (if the mailing is being staggered, please give the last possible date);
- A contact email and phone number (if possible) for members to report problems, including missing or damaged screeners.

FILM NOT IN THE ENGLISH LANGUAGE CHAPTER MEMBERS

The nominations for the Film Not in the English Language (FNIEL) chapter are decided by a special chapter. Distributors may choose to send targeted mailings to members of this chapter, either by email or post, and the list is available on request. The number of members in this chapter this year is still to be confirmed.

MEMBERS' BEHAVIOUR

We regularly remind voting members of the code of conduct, particularly regarding screenings and screeners.

If you feel a member is behaving inappropriately, failing to honour screening bookings or leaving screenings before Q&As, please do contact Jim about it; even if it is something fairly minor, we would like to know, and we will take action, and if necessary implement disciplinary procedures, where appropriate.

SCREENER AGREEMENT

In 2008/09, some distributors requested that we introduce a new screener agreement which all members would be asked to sign up to. We have since incorporated the terms of this agreement (as printed below) into our general code of conduct, and therefore all members are bound by them.

In addition, we asked all members when renewing their membership online to actively confirm that they consented to adhere to the agreement for the 2010/11 season. However, some members did not renew online and therefore, although these members are bound by the terms through the general code of conduct, they have not actively and specifically confirmed their agreement for this season. If you wish to send screeners only to members who have actively agreed to the Screener Agreement for this year, please contact us and we will provide you with an edited postal list.

TERMS OF THE SCREENER AGREEMENT:

I confirm that I request to receive materials (including DVD screeners) to assist in the voting process for the Orange British Academy Film Awards 2010

In consideration for materials (including DVD screeners) being sent to me, I acknowledge and confirm that:

(a) any screeners sent are for promotional commercial purposes only; specifically for my personal viewing for consideration for the Orange British Academy Film Awards 2010;

(b) any screener sent to me remains the property of the distributor which has provided it who may request its return (at their cost) after the Orange British Academy Film Awards 2010;

(c) if distributors have not requested their return I will destroy (or safely dispose of) all unwanted screeners after such date

(d) I will:

- *not distribute, loan, sell or give the screener to anyone*
- *not reproduce the screener by any means*
- *report any theft or loss of screeners immediately to the Academy*

I understand that any breach of this agreement may result in loss of my membership of the British Academy of Film and Television Arts, and that legal action may be taken against me.

CONTACTS

For more information regarding confidentiality agreements, voter information or mailing logistics, please contact Jim Bradshaw, Membership & Branch Coordinator

E: jimb@bafta.org T: 020 7292 5833

For more information regarding Film Awards rules, entries and campaigning guidelines, please contact Deena Wallace, Head of Film

E: deenaw@bafta.org T: 020 7292 5857